

WHERE SHOULD YOU SELL YOUR *Digital Products?*



IN THIS DOCUMENT, WE'LL BE DISCUSSING THE DIFFERENT OPTIONS AND THE PROS AND CONS OF EACH OPTION.

So, you've designed some great products and are ready for the next step. There is much to consider, so go through the options carefully. These decisions are important. However don't overthink things! Just educate yourself and then go for it!

If you're building a store around courses and side-hustle guides such eBooks, pdf or downloadable template files with MRR (Master Resell Rights), the platform you build on matters almost as much as the content itself.



Pick something too limited, and you'll outgrow it in six months. Pick something too complex, and you'll spend more time fighting the setup than making sales.

Here's a breakdown of the main routes people take, and where each one shines.

WEB-HOSTED STORES VS. STAN STORE VS. SELIFY (AND EVERYTHING ELSE)

1. A WEB-HOSTED STORE

(Shopify, WooCommerce, Squarespace, Hostinger etc.)

This is the "own your own website" route ie. a full e-commerce site you control, usually with a domain, storefront, blog, and checkout all under one roof.





✓ PROS:

- Full ownership and control over branding, layout, and customer data.
- Scales well, you're not capped on revenue, product count, or traffic
- Deep integrations for email marketing, upselling, affiliate programs, and automation.
- Can sell digital products alongside physical merch, services, or subscriptions.
- Better long-term SEO potential since it's your own domain, not a shared platform page.

Online

❌ CONS:

- Steeper learning curve and more setup time (themes, apps, payment gateways).
- Ongoing costs stack up such as hosting/platform fees, apps, and transaction fees on some plans.
- You're responsible for security, uptime, and any technical hiccups.
- Overkill if you just want to sell two or three digital products quickly.

👍 BEST FOR:

Creators who plan to scale into a real brand, sell multiple product types, or eventually build a content platform, not just a checkout page.



2. STAN STORE

Stan Store is a link-in-bio storefront built specifically for creators selling directly from social media. You get one clean, mobile-first link that houses your products, bookings, and subscriptions.



PROS:

- Extremely fast to set up — built for creators with zero technical background
- Works beautifully as a "link in bio" for Instagram, TikTok, and YouTube audiences
- No transaction fees on top of the subscription
- Built-in course builder for simple, structured content
- Strong third-party integrations (Zoom, Mailchimp, Stripe, PayPal)



CONS:

- It lacks a lot of the features that more mainstream eCommerce platforms provide for creators looking to scale their products and brand.



- The digital product builder is limited to creating online courses only; other digital product types require outside tools.
- Pricing runs \$25/month for the Creator plan and \$99/month for Creator Pro, and more advanced marketing features are locked behind the Pro tier.
- No proper standalone website; you're limited to the link-in-bio format, not a full branded store.

BEST FOR:

Creators whose main traffic source is social media and who want the absolute fastest path from "I have an audience" to "I'm selling something."



3. SELLFY

Sellfy sits between Stan Store's simplicity and a full e-commerce build — a dedicated storefront for digital products with some built-in growth tools.

✓ PROS:



- Native marketing features baked in email marketing, product upselling, and abandoned cart recovery, without needing outside apps.
- Widely regarded as one of the most affordable options for digital sellers, with three tiers at \$22, \$59, and \$119 a month.
- Can also sell physical products through integrated print-on-demand, without touching inventory.
- No transaction fees, and every plan includes unlimited products and a custom domain.
- Easy to embed into an existing website if you already have one.

CONS:

- Sales are capped. The Starter tier tops out around \$10,000 in sales before you need to upgrade.
- There's no real digital product builder; you can sell products through Sellfy, but you can't build courses or content inside it.
- Less social-friendly than Stan Store, but it behaves more like a lightweight standalone shop
- Design customization is decent, but not as deep as a full website builder.

BEST FOR:

Creators who want more built-in sales infrastructure than Stan Store offers, without the cost or complexity of a full web build.



LEMON SQUEEZY



✓ PROS:

- Charges 5% per sale with no monthly subscription — half of Gumroad's 10% rate, which becomes meaningful once you're doing real volume.
- Acts as a full Merchant of Record, so it handles global tax compliance, VAT, fraud prevention, and acts as the legal seller of record, so you don't have to.
- Checkouts automatically localize into 34 languages, useful if you're selling internationally.
- Runs on Stripe's infrastructure, which brings more technical reliability.

CONS:

- Customer support has been slow in the past.
- Account approval can take a few days, so it may be a problem if you need to launch immediately.
- International sales carry an extra 1.5% fee, pushing the advertised 5% up to roughly 6.5% for many transactions
- Lacks the flexible pricing plans and churn tools that more mature subscription platforms offer, so it's not ideal if you plan to run complex subscription tiers later.



BEST FOR:

Creators already earning consistent revenue (roughly \$1,000+/month) from digital products, who want to keep more of each sale and are comfortable accepting some support risk in exchange for the lower fee.

GUMROAD:

Free to start but charges a flat 10% transaction fee on every sale. Great for testing an idea with zero upfront cost, less ideal once volume grows because that fee adds up fast.

✓ PROS:

- Free to start, no monthly fee — you only pay when you sell.
- Fast setup, typically live and selling within about 10 minutes.
- No lengthy account approval process, unlike Lemon Squeezy's multi-week verification.
- Simple, low-commitment way to test whether an offer sells at all before investing further.



❌ CONS:

- Charges a flat 10% transaction fee on every single sale — double Lemon Squeezy's rate.
- That 10% adds up fast once you're selling consistent volume, cutting meaningfully into margin on higher-ticket products.
- Fewer merchant-of-record features (less automated global tax handling than Lemon Squeezy offers).



👍 BEST FOR:

Creators just starting or testing a new product idea, where speed and zero upfront risk matter more than shaving fee percentage.

OTHER PLATFORMS WORTH CONSIDERING



PODIA:

A step up in scope – offers a full online store with landing pages and a blog, plus advanced email marketing built in, so you don't need outside integrations. Good middle ground if you want more than Selffy but less complexity than Shopify.

KAJABI:

Built specifically for creating, promoting, and selling courses, with a native course builder that includes quizzes, drip content, and certificates – but it's priced at the premium end, so it makes more sense once you're established rather than just starting out.

SYSTEME.IO:

A full toolkit covering website creation, email marketing, and sales funnels, with a free plan available indefinitely that lets you build a site and start selling at no cost.

WHOP:

Leans into memberships and paid communities rather than one-off sales, useful if your course model includes ongoing access, coaching, or a community component.

FOURTHWALL:

Handles taxes, compliance, customer service, and fulfillment for you, built around merch and physical fulfillment with a 5% revenue share — a strong option if your store leans toward merchandise alongside your courses.



THE LEAP:

Free, with no platform fees, and its digital product builder is AI-powered and covers a wider range of learning products than Stan Store's course-only builder.



KO-FI / PAYHIP:

Lightweight, low-commitment options with no monthly fee, better suited to creators just testing whether people will pay for their guides before committing to a bigger platform.



QUICK COMPARISON



| PLATFORM | STARTING PRICE | TRANSACTION FEE | BEST FOR |

| Web-hosted (Shopify/Woo) | Varies, \$29+/mo | Often 0–2% | Scaling into a full brand |

| Stan Store | \$25–\$99/mo | None | Social-first creators, fast setup |

| Sellfy | \$22–\$119/mo | None (sales-capped by plan) | Built-in marketing, digital + POD |

| Gumroad | Free | 10% | Testing an idea, zero upfront cost |

| Podia | Mid-range | None on paid plans | Full site + email marketing |

| Kajabi | Premium | None | Serious course builders |

| Lemon Squeezy | Free | 5% | For creators already earning consistent revenue |

THE BOTTOM LINE



- ▶ If you're driving traffic mostly from Instagram or TikTok and want to start selling "today", Stan Store gets you there fastest.
- ▶ If you want more built-in marketing muscle such as email, upsells, cart recovery, without jumping to a full website, Sellfy is the sweet spot.
- ▶ If your goal is a real long-term brand with courses, guides, and room to grow into other product types, such as a web-hosted store or a middle-ground option like Podia or Systeme.io will save you a painful migration down the line.
- ▶ The right call usually comes down to one question: are you building a storefront, or are you building a business?